# EVENT MANAGEMENT OF *OLAH BAKAT SISWA AKTIF* (OBASTIF) FOR MADRASAH TSANAWIYAH LEVEL AS PROMOTION STRATEGY AT MA MIFTAHUL QULUB POLAGAN, GALIS PAMEKASAN

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## Abstrak

*Olah Bakat Siswa Aktif (OBASTIF)—ajang olahraga bakat tingkat Madrasah Tsanawiyah yang diadakan di MA Miftahul Qulub Polagan Galis Pamekasan sebagai strategi promosi yang dalam pelaksanaannya melalui tahapan yaitu perencanaan, pelaksanaan dan evaluasi. Kajian difokuskan pada (1) Bagaimana perencanaan OBASTIF (2) Bagaimana pelaksanaan OBASTIF (3) Bagaimana hasil promosi melalui OBASTIF. Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi. Informannya adalah kepala sekolah, guru, dan siswa Miftahul Qulub Polagan. Hasil penelitian menunjukkan bahwa: Pertama. Perencanaan OBASTIF meliputi: a). menentukan tujuan acara, b). menentukan bentuk-bentuk peristiwa. c). Menyusun detail acara, d). membentuk tim kerja dengan melibatkan OSIS (Dewan Mahasiswa), e). menyiapkan anggaran. Kedua, proses pelaksanaan meliputi pembagian brosur dan pemberian surat delegasi yang dilakukan seminggu sebelum pendaftaran dibuka yang dibagikan oleh anggota OSIS; pendaftaran acara di MA Miftahul Qulub Polagan; pertemuan teknis; kompetisi atau acara; penutupan dan pemberian penghargaan. Ketiga, hasil yang diperoleh lembaga sesuai dengan yang diharapkan yakni MA Miftahul Qulub Polagan menjadi terkenal di seluruh sekolah sasaran promosi, sebagai lembaga yang concern memfasilitasi siswa dalam mengembangkan bakatnya.*

*Kata kunci: Manajemen event, OBASTIF, Strategi promosi*

## Abstract

*Olah Bakat Siswa Aktif (OBASTIF)—a talent sport event for Madrasah Tsanawiyah level held at MA Miftahul Qulub Polagan Galis Pamekasan as a promotion strategy which in its implementation goes through stages namely planning, implementation and evaluation. The study focuses on (1) How is the planning of OBASTIF (2) How is the implementation of OBASTIF (3) How is the result of promotion through OBASTIF. This research uses a qualitative approach with a descriptive type. The data were obtained through interviews, observation, and documentation. The informant are school principal, teachers, and students of Miftahul Qulub Polagan. The research results show that: First. The planning for the OBASTIF covers: a). determining the purpose of the event, b). defining the forms of the event. c). Arranging the event details, d). forming a work team by involving OSIS (Student Council), e). preparing a budget. Second, the implementation process covers distributing brochures and giving delegation letters which are carried out a week before registration opens which are distributed by OSIS members; registration of the event is at MA Miftahul Qulub Polagan; technical meetings; competitions or events ; closing and giving award. Third, the results obtained by the institution are in accordance with what is expected namely MA Miftahul Qulub Polagan became famous to all schools of promotion target, as the institution which concerns on facilitating students in developing their talents.*

**Keywords:** *Event Management, OBASTIF, Promotion Strategy*

**INTRODUCTION**

One of the factors that a country or nation is advanced is through the quality of education of its people. So, it is a challenge for the world of education to be able to process its education system in accordance with the times so that it can compete in this 4.0 era, because the higher the quality of education, the higher the quality of society in a country. [1]Therefore, from an early age, the nation's children need to receive great attention so that they can grow according to the demands of the times according to the potential they have. The existence of management in the world of education is expected to be able to help children become competent to be able to process their talents so that they can advance national culture and be able to compete in an increasingly advanced era.

Due to high competition in the field of education, every institution is required to be able to keep pace with developments. Each institution must be able to introduce the school's identity to the wider community to improve the image and reputation of the school by one of them carrying out an institution or school promotion. The form of promotion is a strategy that is still widely applied at every institution. Every institution is currently competing with each other to attract the attention of the community. The institution must be able to maintain and enhance a positive image so that it can form a good school reputation. Promotion is a good alternative to use in introducing school identity to improve the school's image and reputation.[2]

The view above shows how important the understanding of concept that children are the hope of future generations with good intelligent and good morals. Good behavior is able to beautify oneself and increase the degree of forming and fostering behavior which is influenced by various elements, namely heredity, environmental factors and *hidayah* (divine guidance) factors. The environmental factors cover school environmental factors and community environmental factors. In the concept of factors that affect the school environment, researcher finds the importance of school management in general in shaping and fostering students as human beings who have different potentials so that those students can have talents and interests that can be developed at school.[3]

Reinforcing the researcher's understanding of students as human beings, researcher finds the existence of a human resource management concept in which it reviews people as subjects or objects in management science. It is essential to discuss that human is unique because they have individual will, group will or group will in a larger form, namely agencies that interact and collaborate, depicting various realities to be studied in understanding human resources, namely current students. So, in Abdul Aziz's view, an education is required to be able to carry out

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[1] Hasan Baharun, "Kualitas Moral Total: Pendekatan Baru Pendidikan Karakter Dd *Pesantren* ", *ULUMUNA: Journal of Islamic Studies,* Vol. 21. No. 1, (2017): 59, https://www.ulumuna.or.id/index.php/ujis/article/view/10/3.

[2] Asep Saeful Bahri, *Manajemen Humas Sekolah* (Bandung: Widina Bhakti Persada Bandung, 2020), 21.

[3] Moh Muchlis Solichin, *Akhlak Dan Tasawuf* (Jember: Pena Salsabila. 2017), 32-44.

management, especially the management of students specifically to be able to develop and increase their potential, both their talents, interests and expertise.[4]

The thorough study above led researcher to talk about the urgency and concept of student management which has really emphasized that margins in educational institutions are very important because in an education the input, process and output of education itself are students. [5]This view was also emphasized by Abdul Aziz, that student management is an attempt to manage students from entering school until they graduate from school. [6]This view is supported by Ujang Andi Yusuf who emphasized that the concept of students in the context of Islamic education is that they are seen as human beings, whether they are still todlers, teenagers or adults, even when they are still in the womb, they have begun to enter into coaching because in essence no human being can surpass Allah SWT. [7]

*Events* are an effective way of conveying information both academic and non-academic. *Events* can be in the form of planned activities that involve the community environment and are held at a certain time for a certain purpose.[8] So, we can understand in general about *Events* which are a type of reality and not fantasy, because they are intentionally carried out for a certain target. *Events* are closely related to human activities as social beings interact socially in transactional communication. Various *events* are very dependent on the underlying idea of implementation.

So, through well-designed *event management*, it can become a forum for the nation's children to cultivate their talents and interests in developing these abilities, especially in cultivating their talents in the field of sports, which can accommodate the talents of children who are hyperactive either as a hobby or as a livelihood. Through marketing, an educational institution can present and increase public trust in the information provided. Therefore, Islamic education institutions should make efforts to get quality graduate results, because with quality graduates, services that are in line with expectations and optimal promotion can achieve the expected results. [9]

Any Noor clarifies that the concept of the target market in event management is viewed that the target market of an event is a certain person or group who is targeted to come to an event. Even if they are not present, they can see the event being held through the media. [10]So, no matter how attractive the product looks or has advantages, if no one knows about its existence, it is very unlikely that

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[4]  Abdul Aziz, *Pengantar Manajemen Sumber Daya Manusia* (Jember; Pena Salsabila. 2015), 1.

[5]  Badruddin, *Manajemen Peserta Didik* (Jakarta: Pt. Indeks. 2014), 16-19

[6]  Abdul Aziz, *Pengantar Manajemen Dan Substansi Administrasi Pendidikan* (Jember: Pustaka Radja. 2017), 161

[7]  Ujang Andi Yusuf, "Manajemen Peserta Didik Dalam Perspektif Pendidikan Islam*," Manajemen Islam: Jurnal Manajemen Pendidikan Islam.* 201

[8]  Ahmad Ali Mutezar Dan Umniy Salamah, "Pengembangan Sistem Manajemen Event Pameran Karya Mahasiswa Menggunakan Mtode Extreme Programming," *Jurnal Resti (Rekayasa Sistem Dan Teknologi Informasi),* Vol. 5. No.4, (2021) , 809.

[9]  Akhmad Zaenul Ibad Dan Dan Oni Marliana Susianti, "Strategi Promosi Penerimaan Peserta Didik Baru (Studi Kasus Mi Al Fatah Cikadu Kec Watukumpul*)," Jurnal Pendidikan Rokania Vol. V (No. 3/2020)* 377-388

[10]  Any Noor, *Manajemen Acara* (Bandung: Alfabeta. 2017), 236

consumers will buy it. Even cheap and good products will not be known by consumers without promotional activities, therefore after the general public and students learn about promotional activities from educational institutions, many students want to register at these educational institutions. possibility.

Service marketing is a method of attracting consumers to a particular educational institution. [11] Marketing is an effort or activity carried out by the school to prepare educational products/programs, determine the price of educational services and promote and distribute educational services to educational customers[12]. From various events held in an institution, there is great hope from all parties, both internal and external parties, with the intention of managers of educational institutions and the user community, especially guardians of students. This is an effort to market educational institutions to the community, so that the community fulfill their needs, hopes and desires from the results achieved by an education, because marketing is an activity related to offering, providing, or exchanging products or services from producers to consumers, or by creating products of value to other parties, to help individuals or groups understand what they need or want and pushing you to get something.[13] Marketing is an absolute thing for schools, and the function of marketing in an educational institution. Besides, the purpose of introduction is to create a good image for the institution so that it can attract a large number of prospective students. For this reason, schools need to implement a school marketing strategy to maintain and increase the number of students.[14]

Based on previous studies through several facts in the field, the researcher found some information about *events* in an effort to develop students' talents such as the existence of several high school level competition events carried out or carried out by MA Miftahul Qulub Polagan by carrying out or Madrasah Tsanawiyah level competitions with several kinds of competition agenda competitions between students and institutions.[15] *Event* competitions that are often held such as competitions in the field of religion, in the field of science and in other areas of talent that are able to encourage students or students to develop themselves both in terms of abilities and expertise according to their respective talents, the information received by the researcher as an example of these competitions such as Tartil and Speech competitions at the MTs level in the district.

Marketing is seen as a social and managerial process, including the main activities that enable individuals and groups to identify needs and form exchange

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[11] Frizkania Lutfi Annisa Fira Dkk, "Strategi Pemasaran Jasa Pendidikan Dalam Menarik Minat Masyarakat Melalui Program Kelas Khusus." *Jamp: Jurnal Adminitrasi Dan Manajemen Pendidikan Jilid 3 Nomor 3 September 2020,* 249-261

[12] Ali Nurhadi, Novela Angga Pratiwi, dan Badrus Soleh, "Penarikan Minat Masyarakat Sebagai Wujud Strategi Kepala Sekolah Dalam Membangun Citra Positif Lembaga Di Sma Wachid Hasyim Pamekasan," re-JIEM: Research Journal of Islamic Education Management 4, no. 2 (2021): 214, http://ejournal.iainmadura.ac.id/index.php/re-jiem/article/view/5847

[13] Miftachul Ulum, "Konsep Pemasaran Lembaga Pendidikan Dalam Pandangan Syariah." *Madinah: Jurnal Studi Islam, Volume 5 Nomor 1 Juni 2018.* 31

[14] M. Munir, "Manajemen Pemasaran Pendidikan Dalam Meningkatkan Kuantitas Peserta Didik." *Intizam: Jurnal Manajemen Pendidikan Islam Volume 1, Nomor 2, April 2018.* 79

[15] Riski Suadi, Kepala Tu Ma Miftahul Qulub Polagan, *Wawancara Langsung* (05 Juni 2021)

relationships through exchanges with others. The marketing process is strongly influenced by many factors, including social, cultural, political, economic and managerial factors. As a result of this influence, individuals obtain what they need and want by creating, giving, and sharing things of value.[16] Based on theoretical and practical studies, researcher is interested to do research on Event management of "Olah Bakat Siswa Aktif (OBASTIF) for madrasah Tsanawiyah Level as Promotion Strategy at MA Miftahul Qulub Polagan Galis Pamekasan".

## RESEARCH METHODS

In this study, researcher used a qualitative approach. A qualitative approach is a type of approach whose results cannot be obtained by statistical methods or other forms of calculation. Qualitative research is meant to produce truly useful results, so it requires a lot of attention to detail. This qualitative approach is used because it can provide more complex details about the phenomenon. Qualitative research is the study of behavior, perception, motivation, and other phenomena related to the experiences of research subjects using various techniques to explain them in words and language in certain natural and natural contexts holistically and scientific [17]method.

The nature of this research is descriptive. This type of descriptive research is literal research that aims to describe situations and events. This type of descriptive research aims to describe a particular situation or phenomenon rather than organizing or looking for certain factors or variables. This research is classified as a descriptive research type because the data collected is in the form of words and pictures not numbers because of the application of qualitative methods. In addition, everything that is collected will most likely become the key to research.

Data collection methods are by observation (conducted by non-participants), interviews (used semi-structured), and written surveys. Data analysis in this study is using the analytical techniques proposed by Miles and Huberman, cited by Sugiyono, and cited by Helaluddin and Hengki Wijaya, are data reduction, data representation, and inference. To check the validity of the data, expansion of participation, persistence of observation, and triangulation with source and method triangulation were used in this study.

## RESULTS AND DISCUSSION

Based on the results of the research above, it can be concluded as a result of research conducted by researcher :

**Planning of OBASTIF for Students at Madrasah Tsanawiyah Level as a Promotion Strategy at MA Miftahul Qulub Polagan Galis Pamekasan**

Based on the data exposure from the first focus, the researcher produced research findings that in holding an event at MA Miftahul Qulub Polagan, the

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[16] Afidatun Khasanah, "Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan Mutu Di SD Alam Baturraden," *Jurnal El-Tarbawi Volume Viii, No.2, 2015.* 162

[17] Lexy J Moleong, *Metode Penelitian Kualitatif Edisi Revisi* (Bandung: Remaja Rosdakarya, 2012), 6.

school principal and the teacher council made preparations by carrying out the stages before holding an event with the intention of reducing the risk of failure because this was the first time held so that in the procurement must really make good preparations because procuring an event requires a lot of manpower and costs. The stages carried out by the institution begin with field research to identify the needs, desires and expectations of the audience. It expects the interest of participants or visitors in the implementation of the event, reducing the risk of absenteeism, and even the risk of failure. The next stage is an event feasibility study, whether the event is feasible to finance and whether it is feasible to carry out. The third step is making a plan and the fourth is planning and preparing event details.

The stages in organizing an event as explained by Chusnu in his module explaining that there are several stages in the process of organizing an event as follows:[18]

### Research

This research is conducted to find out the needs, wants and expectations of our audience. Therefore, it is hoped that attendees or visitors will have an interest in running the event to reduce the risk of absenteeism. A survey will also be carried out as a starting point before running the event.

### Event feasibility study

The feasibility study for holding an event is a consideration for holding an event. This research usually takes the form of an analysis of the ideas generated and the selection of appropriate activities to follow.

### Design or design

In this phase, the topic and concept of the event are developed. This process took a long time due to the selection of event ideas and concepts. The ideas and thoughts put forward are in the form of new ideas that help create activities that are in line with the objectives of organizing the event. This can be done through brainstorming and mid-mapping. In other words, gathering all the members and combining their thoughts into one idea. Social, cultural, economic and other important aspects of the event are considered to leave a deep impression on visitors and participants. managed events.

### Planning

Any Noor emphasizes that the event planning process begins with setting goals that are clearly acceptable to each team member involved in delivering the event. Goals are the first step in planning an event. First, you need to know what purpose you want to convey to your audience. The purpose of the event will later influence how the success of the event will affect the brand representation of the products or services displayed. The event plan to be carried out must be carefully considered so that the next implementation does not deviate from the plan. Planning begins with event planning, gathering as many ideas as possible and identifying key themes. These ideas are then discussed by the event organizing committee and organized in a systematic manner that receives input from many advisers. After having an idea for development and implementation, the first stage of planning is

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[18] Rr. Chusnu Syarifa Diah Kusuma. *Acara Modul Manajemen.* Jurusan Pendidikan Administrasi Fakultas Ekonomi Universitas Negeri Yogyakarta. 2016. 9

research. It is an environmental approach to organizing activities and retrieving information.

**Implementation and Coordination**

This stage is the implementation of event design and planning. In the implementation of the event will involve many parties. Therefore, for the smooth running of the event, it is necessary to have good coordination by the event manager. The number of parties involved also has an influence on the implementation of the event. The more people involved, the more difficult it will be to coordinate. Working in a team requires good coordination so that the implementation of the event gets good results. The event manager must make preparations by examining the readiness of each component that will be involved in the most important preparations for an event.

This phase is event design and planning. Many parties are involved in running an *event*. Therefore, proper coordination by the manager is needed to ensure the smooth running *of the event*. The number of participants also affects the organization of the *event*. The more participants, the more difficult the coordination will be. A successful *event requires working* as a team. *Event* managers must ensure that each component involved in the main preparation of event readiness.[19]

*Evaluations*

Evaluation of the implementation of these *events* can be carried out according to the overall review methodology or on a session by session basis. Benchmarks in measuring the success of holding an *event* using quantitative metrics such as the results of a qualitative evaluation will be announced at the end of the event.[20] So, the results between the research findings and the theory in the planning of OBASTIF for Madrasah Tsanawiyah level as a promotion strategy at MA Miftahul Qulub Polagan Galis Pamekasan. The institution makes preparations before holding a event, namely starting from research, event feasibility study, making event plans, forming an implementing committee, and calculating the budget.

**Implementation of OBASTIF for Madrasah Tsanawiyah Level as a Promotion Strategy at MA Miftahul Qulub Polagan Galis *Pamekasan***

Based on data exposure with a second focus, namely the implementation of OBASTIF for Tsanawiyah Madrasah level as a promotion strategy at MA Miftahul Qulub Polagan Galis Pamekasan, *it can* be described in the research findings that there are several things carried out in the implementation of the event including distributing brochures and giving delegation letters which were carried out a week before registration was opened which was carried out by the implementing committee (OSIS members). The second was registration for the competition at MA Miftahul Qulub Polagan on November 1 to November 20, then the Technical the meeting which was attended by representatives of each school participating in the

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[19] Gigha Penta Prakarsa. *Analisis Manajemen Event Developmental Basketball League Dalam Meningkatkan Jumlah Pengunjung* . Program Studi S1 Ilmu Komunikasi, Fakultas Ilmu Sosial Dan Hukum, Universitas Negeri Surabaya. 99

[20] Rr. Chusnu Syarifa Diah Kusuma. *Acara Modul Manajemen.* Jurusan Pendidikan Administrasi Fakultas Ekonomi Universitas Negeri Yogyakarta. 2016. 9

competition, namely on November 21, and the fourth event, namely the competition event which was held for two days, namely November 23-24, and the last event was closing as well as awarding prizes on November 28, 2019.

In implementing OBASTIF for Madrasah Tsanawiyah level as a promotion strategy at MA Miftahul Qulub Polagan Galis Pamekasan is what very influential is human resources as event organizers. According to Any Noor in her book explaining in the selection of human resources involved in the activities of an event must be selected according to the required criteria. But many events are held and use resources that do not have specific skills. So, training must be required beforehand. Things that can be done include: informing the objectives of the event to be achieved; provide motivation to the human resources involved to achieve the objectives of an event; complete the working facilities of all members; give appreciation for the role of all members in the success of organizing the event.[21]

So, the results between the research findings and the theory regarding OBASTIF held at MA Miftahul Qulub Polagan Galis Pamekasan, namely in the selection of human resources involved in the activities of an emblema event do not choose according to the criteria needed and do not have special skills due to limited staff therefore the vice president of student affairs as the person in charge of the implementation of the event who provides direction in the success of the event.

**Promotion Results through OBASTIF for Madrasah Tsanawiyah Level at MA Miftahul Qulub Polagan Galis Pamekasan**

Based on data exposure for the third focus, namely the results of promotions from holding OBASTIF, researcher found that the results obtained were in accordance with what was expected by the school already knew the existence of the MA Miftahul Qulub Polagan institution with schools who have the potential to be able to facilitate students in developing talents. As according to the head of the madrasah and teachers in excerpts of their interview, they said that with the event being held by MA Miftahul Qulub, the schools that were the target of the promotion were already familiar with the MA Miftahul qulub Polagan institution and there were already several schools that at the beginning before the graduation event was held have not entered MA miftahul qulub and now there are several students who have entered MA Miftahul qulub Polagan.

In procuring an event, it certainly has many risks, such as the risk of not being in accordance with the objectives to the risk of failure in procuring an event. The success of an event starts with good event risk management, but many events fail due to the inability to manage event risk properly. Event risks are caused by several things, including: poor event planning, poor event management, poor visitor management, human errors and negligence, unsafe physical conditions of the event environment, natural events, economic conditions, design errors, and the use of inappropriate technology. not exactly[22]

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[21]  Any Noor, *Manajemen Acara*, 132.
[22]  Any Noor, *Manajemen Acara*, 259.

## CONCLUSION

From the exposure and findings, it can be concluded as follows: *First,* in organizing an event at MA Miftahul Qulub Polagan, the principal and the teachers made preparations by making an event plan by carrying out the stages before holding an event. The stages carried out by the institution are: field research to determine the needs, desires and expectations of visitors. Therefore, attendees or visitors are expected to take an interest in the event being held to reduce the risk of no-show or even failure; determine the purpose of holding the event which is packaged in the form of a competition; preparation of details relating to the time and place of implementation; form a work team by involving OSIS members; prepare a financing budget. *Second,* the event implementation process of OBASTIF for Madrasah Tsanawiyah level as a promotion strategy in MA. Miftahul Qulub Polagan included distributing brochures and giving delegation letters which were carried out a week before registration opened. The second was registration for the competition at MA Miftahul Qulub Polagan from 1 November to 20 November, then a technical meeting attended by representatives of each school participating in the competition, namely on November 21, and the fourth event, namely the competition event which was held for two days, November 23-24, and the last event was closing as well as giving prizes on November 28 2019. *Third,* the results of promotion through OBASTIF for Madrasah Tsanawiyah level as a promotion strategy At MA Miftahul Qulub Polagan, the results obtained by the institution are in accordance with what is expected by the school and the schools which are targeted for promotion know the name of the MA Miftahul Qulub Polagan institution.

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